

CASE STUDY

ForRent.com Increases Traffic and ROI With Google's Dynamic Search Ads



[ForRent.com](#) offers renters an online home search destination while helping property managers and owners increase their listings' online visibility. The website began advertising online with [AdWords](#) in 2002, and now drives high-quality rental leads in over 80 U.S. markets using search campaigns and conversion tracking.

With a vast and rapidly changing inventory of properties available to market online, ForRent.com needed a fast and scalable way to cover relevant user queries for every location and property featured on the website. The rental destination was also looking for new ways to lower its cost-per-lead. With help from paid search partner agency [Jellyfish](#), ForRent.com turned to [Dynamic Search Ads](#).

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—Terry Slattery, President, ForRent.com

ForRent.com gains search visibility with DSA

[DSA](#) helped ForRent.com reach customers with relevant information [in the moments they were searching](#)—without the need to manage keywords. DSA indexed the company's website to determine which searches to show ads for. If a search was relevant to the content on the site, Google automatically created an ad to enter into the auction. The ads' headlines and landing pages were generated based on the products and services ForRent.com offered, as well as what people were searching for. These highly targeted ads complemented other AdWords campaigns by delivering value for relevant searches that weren't covered by existing keywords.

About ForRent.com

- Founded in 1982, ForRent.com provides a customized search for thousands of apartment listings, making it one of the nation's leading online home search destinations.
- Norfolk, Virginia
- [www.ForRent.com](#)

Goals

- Expand online reach at scale
- Achieve higher return on investment
- Drive more conversions

Approach

- Implemented DSAs in a three-month test
- Combined DSAs with remarketing lists for Search ads
- Invested 17% of AdWords budget in DSAs in 2015

Results

- 26% higher click-through rate versus non-DSA campaign average
- 30% lower cost-per-click (CPC)
- 37% decrease in cost-per-acquisition (CPA)

DSA also organized ForRent.com's content into recommended categories for targeting its ads. Recommended categories were customized to its products and services and triggered ads for search queries where ForRent.com had a relevant landing page. Each category was also refined to show additional, more specific categories.

The website's DSA campaigns now drive 22% of its AdWords leads.

Market testing led to increased DSA campaign spend

ForRent.com and Jellyfish began by running DSA test campaigns in a few markets during the first quarter of 2015. When their test showed significantly increased visibility for specific properties and broader coverage across long-tail search terms, the rental website gradually increased its DSA campaign spending to 17% of its overall AdWords budget.

As its investment increased, its cost-per-lead decreased, leading the website's marketing team to quickly build more DSA campaigns to cover all of the markets served by ForRent.com. The home search website also [took advantage of remarketing campaigns to achieve greater exposure for more specific searches](#). "The efficiencies we gained in both time and cost, as well as the improvement in cost per lead and conversion rate metrics, definitely make campaign building worth it! There were little to no issues getting the campaigns up and running," said ForRent.com President Terry Slattery.

DSA drove clicks, dropped costs

ForRent.com's use of DSA campaigns delivered a marked improvement in performance compared to the website's standard AdWords campaigns: Click-through rates increased by 26%, CPCs decreased by 30%, and CPAs decreased by 37%. The website's DSA campaigns now drive 22% of its AdWords leads.

"We've been pleasantly surprised at how well our DSA campaigns have been performing. DSA is a very intuitive and efficient tool that allows us to capture long-tail search terms. We're able to increase coverage of these searches while generating the best ad copy and landing page for a specific user. By dynamically selecting the landing page, our DSA campaigns help to drive very high conversion rates," said Slattery.

With help from Jellyfish, ForRent.com looks forward to taking further advantage of DSA's autotargeting features to drive more leads from interested renters at scale.